

Chris Schofield

CREATIVE DIRECTOR

AUCKLAND, NZ

Chris Schofield is an advertising creative dedicated to the pursuit of original ideas, effective ads and happy clients. His career began at Colenso BBDO in 2000, winning Gold at The One Show within six months of arriving. From there he spent three years with Generator Bates on brands such as Sony, BMW and Amnesty International claiming gold metal wins at Young Guns.

In 2004, Chris joined Saatchi and Saatchi Auckland with a desire to work on bigger brands and achieved success that year launching Telecom's 3G mobile network, as well as winning two Gold Lions for The Telecom Rubbish Film Festival.

At DraftFCB from 2005, Chris travelled throughout the network assisting agencies in Tokyo, Shanghai, Chicago and New York and in his first year with FCB, the agency won more awards in total than the agency's entire awards history.

In 2009 Chris was appointed Creative Director, and has since been invited to judge a host of award shows including Cannes, One Show and Clio. But the thing he enjoys above all else, is referring to himself in the third person.

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Experience

Creative Director

DDB

Sky TV, Steinlager, Telecom, Pink Batts, Westpac, Cadbury

Auckland

Nov 2011 - Present

Creative Director

Auckland, NZ
Aug 2005 - Present

DraftFCB

ALAC, Whitcoull's, Prime TV, Pakn'SAVE, BMW, Mini, Sony, SPCA, NZ Herald, Westfield, Bond&Bond, Ministry of Health.

Senior

Auckland & Wellington, NZ
Jan 2004 - Jul 2005

Saatchi & Saatchi

Telecom, Tui, Heineken, Westpac, Griffins, Sealord, Lotteries, Xtra.

Intermediate

Auckland, NZ
Feb 2001 - Dec 2003

Generator Bates

Coca Cola, Sony Asia & South Pacific, Victoria Bitter, Firestone Direct, Amnesty International, Mercury Energy, Auckland Art Gallery.

Junior

Auckland, NZ
Jun 2000 - Jan 2001

Colenso BBDO

Can West TV3, V Energy Drink, BNZ, Axis Ad School.

Education

Education

2000 Axis Ad School

1996-1999 Diploma in Advertising- AUT

1986-1991 Auckland Boys Grammar School

Awards

Gold

Spikes Gold - Promo, Sky Bring Down The King. 2014.
Spikes Gold - Outdoor, Sky Bring Down The King. 2014.
Cannes Gold - Media, Telecom Rubbish Films. 2006
Cannes Gold - Promo, Telecom Rubbish Films. 2006.
One Show Gold - Ambient media, TV3 - Invisible man - Dog
2001.
Young Guns Gold, TV Campaigns, Amnesty International
2002.
Young Guns Gold, Ambient media, TV3 - Invisible man - 'Dog'
2001.
Axis Gold – Radio Campaign, The L Word 2007.
Axis Gold TV Campaign Prime Idents Forensics. 2008.
Axis Gold Print Campaign Steinlager Moderation. 2014.

Silver

Spikes Silver, TV Steinlager, Born To Defy. 2014.
Cannes Silver Silver, Radio Campaign, The L Word. 2007
Cannes Silver, Ambient media, TV3 - Invisible man - 'Dog' 2001
One Show Silver, TV Campaigns, Amnesty International 2003
Young Guns Silver, Ambient media, Auckland Art Gallery,
'Manhole Cover' 2003
Spikes Silver Promo Mini Carmonica. 2010
Spikes Silver Lloyd. 2013
Clio Silver, Radio Campaign, The L Word.2007
Clio Silver, Radio Single, At The River. 2007
Axis Silver Promo Mini Carmonica. 2010
Axis Silver Promo Pak'nSAVE Bleugh. 2010
Axis Silver TV Steinlager Moderation 2014.

Bronze

Cannes Bronze Out Of Home Sky Bring down the king 2014.
Cannes Bronze Direct Sky Bring down the king 2014.
Cannes Bronze Film Steinlager Be the Artist 2014.
Clio Bronze, Whitcoulls Read More Movies 2011.
Cannes Bronze, Media, Weeds House.2008
2006 Bronze, Prime Secret Diary of a Call Girl.

Finalists

Cannes Finalist Film SKY Come with Us 2014
Clio Finalist Whitcoull's Read More Movies
D&AD Finalist, Ambient media, Auckland Art Gallery, 'Manhole
Cover'
D&AD Finalist, Ambient media, TV3 - Invisible man - 'Dog'
Spikes 2013 Pak'nSAVE Bleugh
Clio Finalist Man Vs Wild 2010
Clio Finalist, TV Single, Whitcoull's Post-It.

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